

PRESS RELEASE

June 2020

## BrauBeviiale 2020: #StrongerTogether for a strong beverage industry

BrauBeviiale is one of the most important capital goods trade fairs for the international beverage industry. In 2019 it attracted around 40,000 German and international trade visitors who wanted to find out all about the beverage industry process chain from the 1,086 exhibitors, 54 percent of them from outside Germany. In a year in which the coronavirus crisis is imposing major challenges on the exhibition industry and other sectors, the BrauBeviiale team is again working flat out to ensure that a beverage industry gathering will be able to take place in Nuremberg from 10 to 12 November 2020, because in these trying times the sector needs its “meeting place” more than ever. Through its #StrongerTogether project, BrauBeviiale is already trying to support, encourage and inspire the industry.

“We are currently reworking the trade fair concept to adapt it to the given circumstances and necessary requirements, but also to incorporate the needs of the industry to the best possible extent,” says Andrea Kalrait, Director BrauBeviiale. “At the moment we are talking with a lot of exhibitors and visitors and yes, the underlying framework needs to be different and it will not be the BrauBeviiale that we know and love. But we have been given a clear message that the industry still wants to have a gathering in November, all the more so as it seems to be probably the only opportunity this year.”

### Together we are strong

Under the hashtag #StrongerTogether, BrauBeviiale has launched a project to support and encourage the industry not to give up in these difficult times and possibly to even exploit them as an opportunity. Under [www.braubeviiale.de/stronger-together](http://www.braubeviiale.de/stronger-together), it is supporting independent breweries, bars, pubs and retailers that are now offering services like pick-up, delivery and shipping or other activities like online tastings or voucher

Member of the **Beviiale Family**

#### Ideeller Träger

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#### Registergericht Registration Number

HRB 761 Nürnberg

promotions. Under #FindYourLocal, you will find a list of breweries and other suppliers of beer or linked with beer, sorted by region, that would very much welcome such support. Under #ListYourLocal, other breweries, bars or retailers not yet included can add themselves to the list. This list is starting with offers for Germany, but other countries, primarily Beviale Family locations like Russia, Mexico, Italy, China and India, are already being prepared for inclusion.

The BrauBeviale team would be delighted to receive feedback, suggestions and other input from the beverage sector community at [strongertogether@braubeviale.de](mailto:strongertogether@braubeviale.de). "I call on all beverage industry stakeholders to make good use of this email address," says Andrea Kalrait. "This is the only way to ensure that we prepare this regular industry get-together in a way that ideally meets the needs of all players. I wish you all continued good health and fortitude!"

## Beviale Family

In the Beviale Family as well, the current situation has upset the sector's calendar. But here too, positive examples have developed: Beviale Moscow, for example, now holds regular webinars on topics relevant to the industry. Participation by the Russian and Eastern European beverage industry is very lively. The current dates and topics are best found on the Beviale Moscow Facebook page: [www.facebook.com/bevialemoscow](https://www.facebook.com/bevialemoscow). Following cancellation of CRAFT BEER ITALY for this year, NürnbergMesse Italia is supporting the #StrongerTogether project: some 50 entries from Italian breweries are to go online in the next few days to draw attention to their current offers. The current dates of the Beviale Family: [www.beviale-family.com](http://www.beviale-family.com)

## Contact for press and media

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For all press releases, more detailed information, photos and videos please visit our newsroom: [www.braubeviale.de/en/news](http://www.braubeviale.de/en/news)

# BrauBeviale2020

Nürnberg, Germany

10. - 12. November

Further services for journalists and media contacts:  
[www.braubeviale.de/press](http://www.braubeviale.de/press)

More than a single event – the Beviale Family:  
[www.beviale-family.com](http://www.beviale-family.com)